

Rep Order# 8838266 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 36905

Printed: 08/13/2012 1:06 PM  
Last Received: 08/09/2012 6:46 AM  
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HECK, JOE  
Product HECK/CONGRESS/REP  
Estimate#  
Buyer WHITNEYEVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E  
Flight Dates 08/07/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	W-F	4P-5P		:30	\$900.00	08/08-08/10	4	1	4	\$3,600.00	
				Buyline Comment: NEWS								
				Sales Remark: V5 2X ADD.								
				V3 Comment Changed, Spots/week Changed								
				V5 Comment Changed, Spots/week Changed								
	2	M-F	4P-5P		:30	\$900.00	08/13-08/17	2	1	2	\$1,800.00	
				Buyline Comment: NEWS								
	*3	M	4P-5P		:30	\$900.00	08/20-08/20	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*4	W-F	5P-630P		:30	\$1,250.00	08/08-08/10	5	1	5	\$6,250.00	
				Buyline Comment: NEWS								
				Sales Remark: V5 3X ADD								
				V5 Comment Changed, Spots/week Changed								
	5	M-F	5P-630P		:30	\$1,250.00	08/13-08/17	1	1	1	\$1,250.00	
				Buyline Comment: NEWS								
	*6	M	5P-630P		:30	\$1,250.00	08/20-08/20	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								

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	7	W-F	11P-1135P		:30	\$1,700.00	08/08-08/10	3	1	3	\$5,100.00	
				Buyline Comment: NEWS								
	*8	M-F	11P-1135P		:30	\$1,700.00	08/13-08/17	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V5 4X NA								
				V5 Comment Changed, Spots/week Changed								
	*9	M	11P-1135P		:30	\$1,700.00	08/20-08/20	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*10	SU	930A-10A		:30	\$175.00	08/12-08/19	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V5 1X NA								
				V3 Comment Changed, Spots/week Changed								
				V5 Comment Changed, Spots/week Changed								
	*11	SA-SU	11P-1135P		:30	\$750.00	08/11-08/19	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V5 4X NA								
				V5 Comment Changed, Spots/week Changed								
	*12	F	6P-9P		:30	\$5,000.00	08/10-08/10	1	1	1	\$5,000.00	
				Buyline Comment: NFL FOOTBALL								
				Sales Remark: V5 MG								
				V5 Added								
	*13	SA	530P-6P		:30	\$650.00	08/11-08/11	1	1	1	\$650.00	
				Buyline Comment: POLITICS NOW								
				Sales Remark: V5 RATE CHANGE								
				V5 Added								

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	*14	W-F	9A-10A		:30	\$650.00	08/08-08/10	3	1	3	\$1,950.00	
		Buyline Comment: LIVE WITH KELLY										
		Sales Remark: V5 MG										
		V5 Added										
	*15	SA	530P-6P		:30	\$675.00	08/18-08/18	1	1	1	\$675.00	
		Buyline Comment: POLITICS NOW										
		Sales Remark: V5 MG										
		V5 Added										

—REPORT TOTALS—

Report Totals: 21 / \$26,275.00

—SALES MONTHLY TOTALS—

Aug 12: 21 / \$26,275.00

Sales Totals: 21 / \$26,275.00

Station Totals: 21 / \$26,275.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$87,583	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+